move the film to the next number directly after each picture has been taken.

REMOVING THE FILM

When the last picture has been taken, complete winding of the film onto the knob spool before opening back of camera. The exposed roll can now be removed and its end fastened with the sticker which you will find at the end of each roll of Ansco Film. Before inserting cone and closing camera again, transfer the empty spool to the other chamber so that it will be ready for a new roll of film.

CLOSE-UPS AND PORTRAITS

All box cameras are designed to give clear, sharp pictures of a subject eight or more feet away. When closer, use a portrait attachment. For this camera, use the Ansco Portrait Attachment No. 22, with which you can make head and shoulder portraits, close-ups of flowers, etc.

Place attachment in front of lens opening and locate subject in finder. The subject must be between 3½ and 4 feet from the lens; measure the distance carefully from lens to subject. The same exposure is required as without the attachment.

FOR BEST RESULTS FOLLOW THESE SIMPLE RULES:

1. Never use force if parts seem to jam. Proceed carefully and find cause for obstruction.
2. Have camera in shade when loading.
3. Attach paper leader of new film to empty spool firmly and evenly. Fasten back of camera securely.
4. Wind film immediately after taking each picture.
5. Do not let the sun shine on lens.
6. Hold the camera level.
7. Hold the camera steady when taking a picture. The slightest movement will cause a blur.
8. Don't try to get too much in one picture. Have subject located in finder. Be careful that finder does not cut off portions of head and body of subjects.
9. Have film developed soon after it is exposed.
10. Wherever you go, take your camera along. And remember that there are wonderful pictures to be had at all times around the home. The snapshot of today is the treasure of tomorrow.
11. Use Ansco Plenachrome Film for best results. The size to fit this camera is 120.

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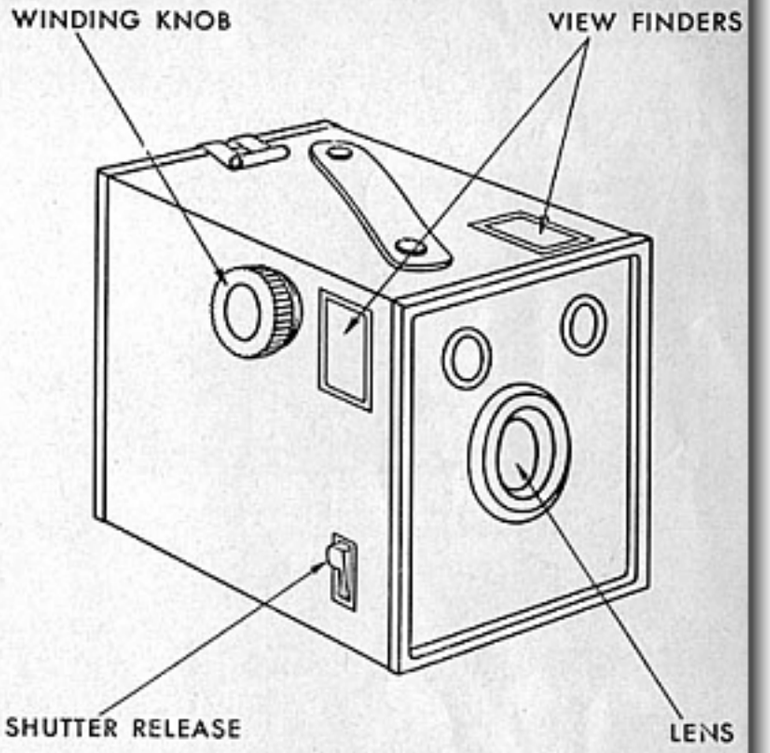

ILLUSTRATION ONE

HOW TO USE THE ANSCO SHUR-SHOT Jr. CAMERA

ILLUSTRATION TWO

LOADING THE CAMERA

The Shur-Shot Jr. Camera requires no special precautions for loading except that direct sunlight should always be avoided when placing film in the camera or removing it after exposure. If it is not convenient to load the camera in the house, step under the shade of a veranda or of a tree, or turn so as to shade the operation with your own body. First, open the back by lifting the catch on top near the handle. Now, holding the camera as shown in Illustration Two, remove the cone by pulling out the winding knob so that it disengages from the slot in the end of film spool inside. As you take

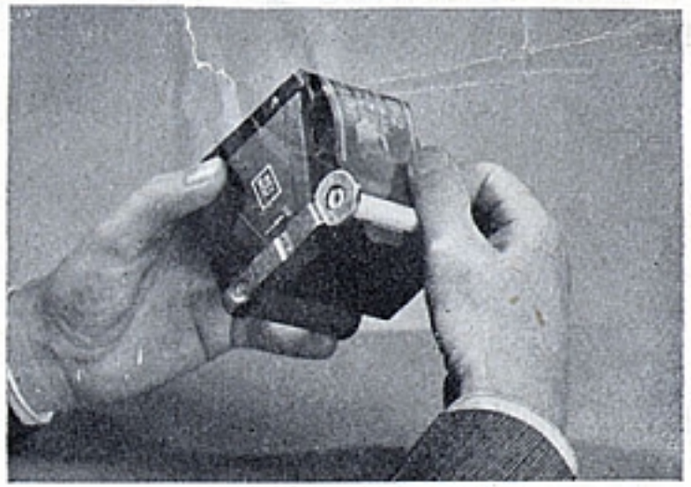

ILLUSTRATION THREE

out the cone, note its position, so that when it is returned to the camera with a new film, the winding knob will engage with the slot of the empty spool.

HOW TO INSERT THE FILM

Ansco Plenachrome Film — 120 size — is especially recommended for best results. Ansco Plenachrome, because of its speed, will give you clear pictures even under adverse light conditions. Its exceptional latitude enables you to take pictures early in the day, in the strong light of midday, or in late afternoon. Finally, Plenachrome is a highly color-sensitive film, which means

greater delicacy in the rendering of flesh tones and in all the colors of nature. Insert a fresh roll of film, being careful to place it so that the paper will roll with the red side out. Draw paper across back of cone as in Illustration Three, and thread paper into slot in empty spool. See that the spool has the slotted end towards the hole in cone which receives winding knob. With winding knob pulled out so that it will not interfere, replace cone in camera. With cone inserted, depress knob and turn gently to the right until it slips into slot in end of empty spool. Close and clasp back of camera and continue winding until figure 1 appears in the red window.

TAKING SNAPSHOTS

Hold camera firmly with lens pointed toward subject, which should not be closer to the camera than eight feet. Locate subject in the view finder and then take the snapshot by pushing the trigger down. To avoid pictures blurred by jarring the camera, keep it close to your body and hold your breath until the shutter clicks.

After the first picture has been taken, turn the winding knob until the figure 2 appears in the red window. In the same manner,